

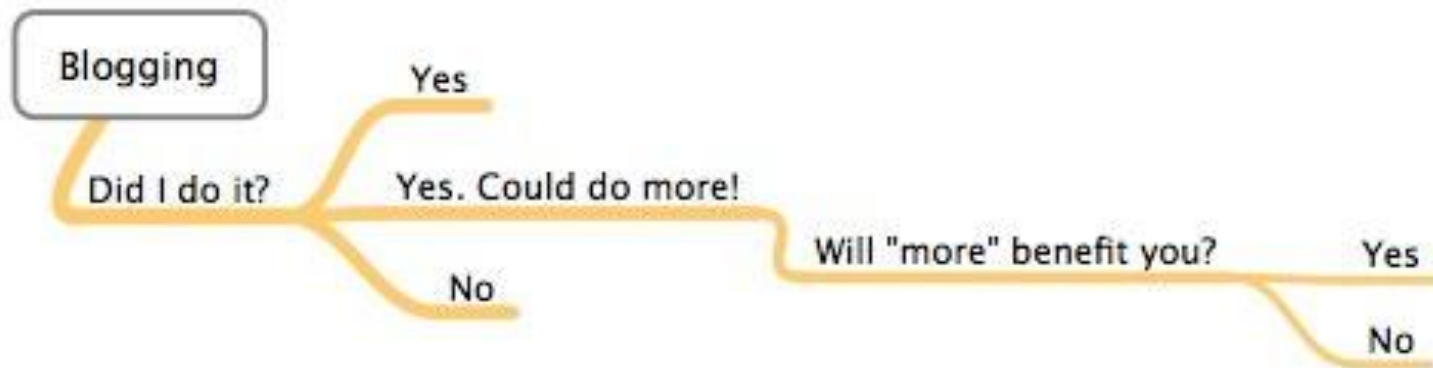
Successful Social Media Services and Programs at Your Library

Meg Canada

@dotmeg #tslacsoc

Reminder

These are just tools... it's how you use them that counts.



“Ambition Flowchart”-chrisbrogan.com

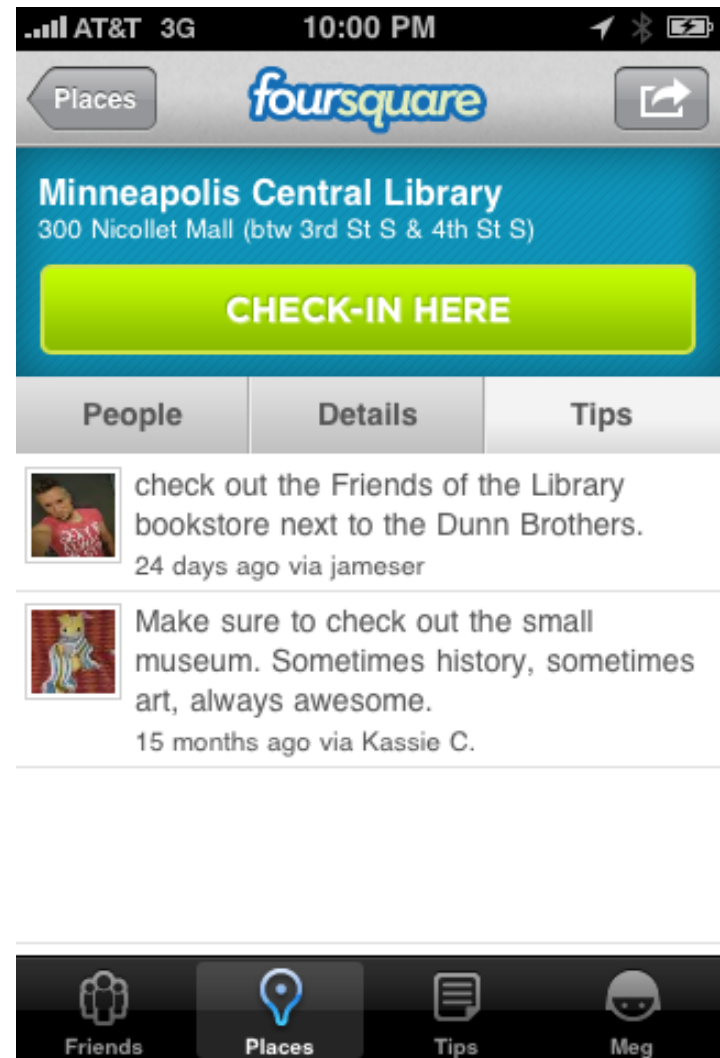
Access: Ground Zero

When you pick and choose access to sites it is similar to how you pick and choose for your collection. Does your Internet Policy line up with your Collection Development Policy?



Mashable's Top 5 trends

- Location-based
- Group buying
- Mobile ads
- Mobile buying
- Having a Social Media policy



Teaching Social Media

Social Networking Basics: Learn how to navigate the new generation of social media websites including Twitter, LinkedIn and Facebook.



Programs to try

- Pecha Kucha (Ignite)
- Battledecks (Ppt Karaoke)
- Groups
- Photowalks
- Geocaching
(16,000+ public photos in one group)



More traditional program Ideas

- GODFO (Geek out, Don't freak out)
- Make over your Facebook page
- Bring meet-ups to your library

If you build it... have content ready to go.

STAY CONNECTED TO THE GUTHRIE



**Guthrie
E-mail Club**

Join us...

and receive regular e-mails containing important details about productions, on sale dates for events and concerts, information about classes and lectures and special offers and discounts. Sign up at guthrietheater.org or by visiting the box office today.



facebook

Find us...

on Facebook to connect with over 4,000 fans, discover discounts on tickets, RSVP to groovy Guthrie events, browse photos or comments, and to weigh in on the latest Guthrie shows.



twitter

Follow us...

on Twitter and enjoy all the Guthrie news that's fit to print (in 140 characters or less, that is!). Enjoy up-to-the-minute ticket deals, alerts about Guthrie artists out and about town, the latest happy hour specials at Sea Change, and more!



**iTunes
Podcast**

Hear us...

on iTunes, where we're now offering free podcasts of in-depth interviews and special events, as well as a complimentary audio tour of our public spaces, providing yet another perspective of what goes on behind the scenes at the Guthrie.

How libraries stack up: 2010

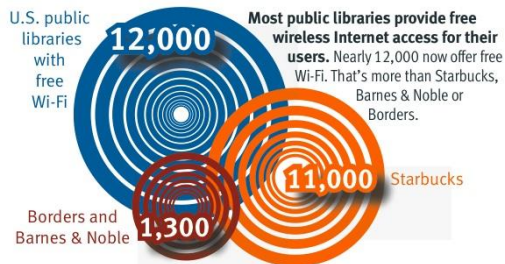
In America, we go to libraries to find jobs, create new careers and help grow our small businesses. We borrow books, journals, music and movies. We learn to use the latest technology. We get the tools and information needed to reenter the workforce. We get our questions answered, engage in civic activities, meet with friends and co-workers and improve our skills at one of the 16,600 U.S. public libraries. Every day, our public libraries deliver millions of dollars in resources and support that meet the critical needs of our communities.



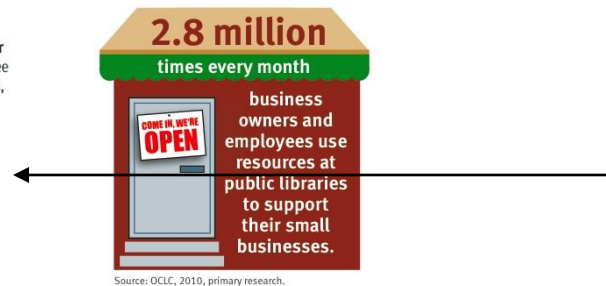
Here are a few of the ways that our public libraries stack up.

Do you have a job-seeking program?

Hot spots



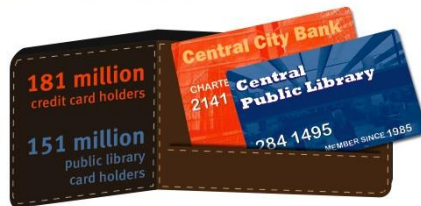
Taking care of business



What about wifi?

It's in our wallets

Library cards are about as prevalent as credit cards. Two-thirds of Americans have a library card. For many young people, the first card in their wallet is a library card.



Getting technical



Do you offer classes?

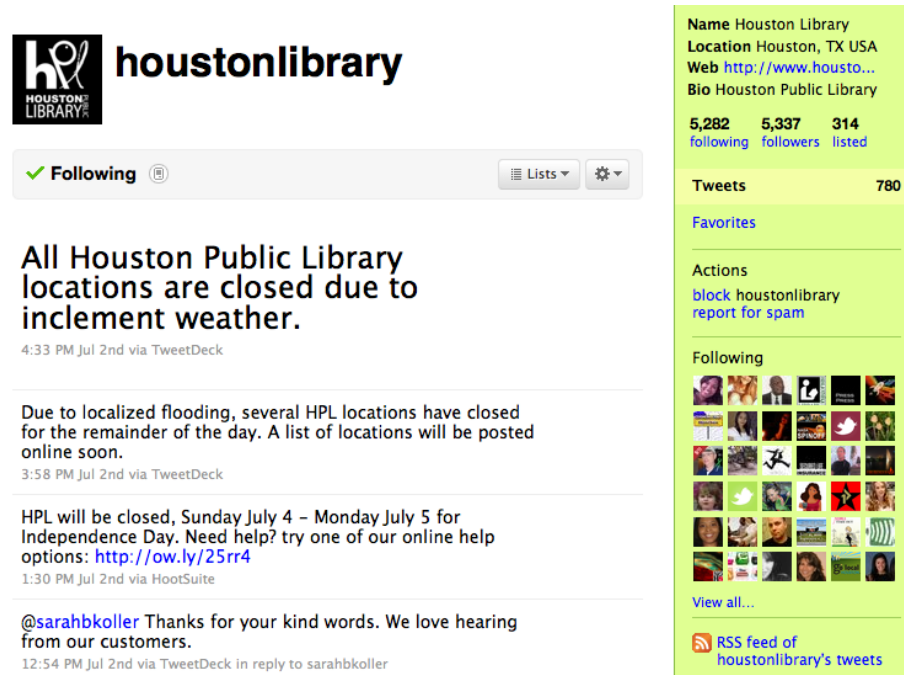
Ever do a card campaign?

Great Content Ideas

- Look for trends or memes
- Join conversations
- Promote library programs
- Create an incentive



Use Twitter for “Breaking News”



The image shows a screenshot of the Houston Library Twitter profile. The profile header includes the logo (a stylized 'h' with a book) and the name 'houstonlibrary'. Below the header, there is a 'Following' button and a 'Lists' dropdown menu. The main content area displays a tweet from 'houstonlibrary' stating: 'All Houston Public Library locations are closed due to inclement weather.' The tweet is timestamped '4:33 PM Jul 2nd via TweetDeck'. Below this tweet, there are two more tweets. The first is a follow-up tweet stating: 'Due to localized flooding, several HPL locations have closed for the remainder of the day. A list of locations will be posted online soon.' timestamped '3:58 PM Jul 2nd via TweetDeck'. The second tweet is a reply from '@sarahbkoller' stating: 'HPL will be closed, Sunday July 4 - Monday July 5 for Independence Day. Need help? try one of our online help options: <http://ow.ly/25rr4>' timestamped '1:30 PM Jul 2nd via HootSuite'. The right sidebar shows the profile information for 'Houston Library', including location 'Houston, TX USA', website 'http://www.housto...', and bio 'Houston Public Library'. It also displays statistics: 5,282 following, 5,337 followers, and 314 listed. Below the statistics are links for 'Tweets' (780), 'Favorites', 'Actions' (block houstonlibrary, report for spam), and 'Following' (a grid of user avatars). At the bottom of the sidebar is an 'RSS feed of houstonlibrary's tweets' link.

houstonlibrary

✓ Following

All Houston Public Library locations are closed due to inclement weather.

4:33 PM Jul 2nd via TweetDeck

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3:58 PM Jul 2nd via TweetDeck

HPL will be closed, Sunday July 4 - Monday July 5 for Independence Day. Need help? try one of our online help options: <http://ow.ly/25rr4>

1:30 PM Jul 2nd via HootSuite

@sarahbkoller Thanks for your kind words. We love hearing from our customers.

12:54 PM Jul 2nd via TweetDeck in reply to sarahbkoller

Houston Library
Location Houston, TX USA
Web <http://www.housto...>
Bio Houston Public Library

5,282 following 5,337 followers 314 listed

Tweets 780

Favorites

Actions
[block houstonlibrary](#)
[report for spam](#)

Following

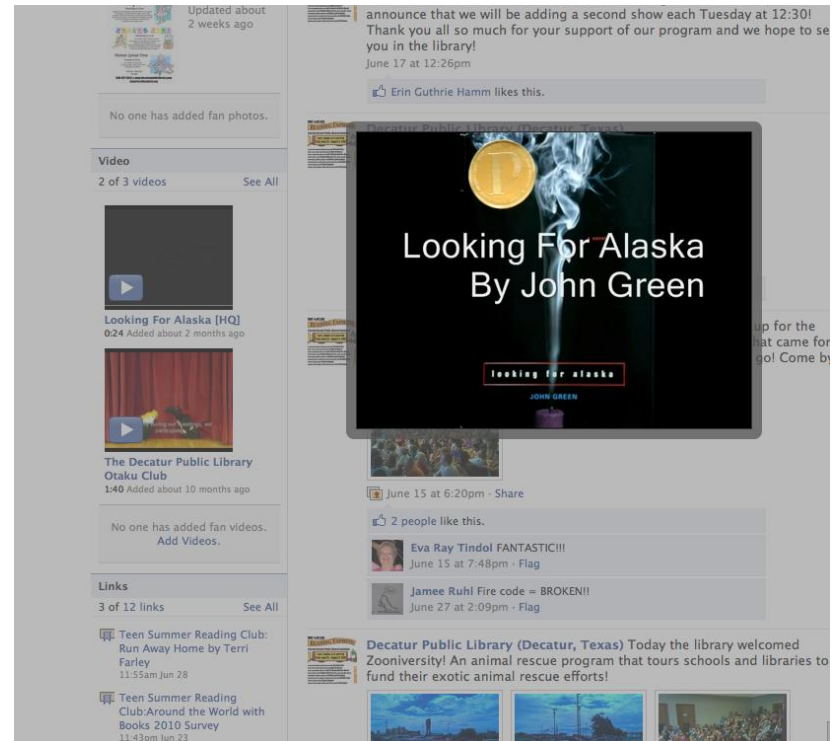
View all...

RSS feed of houstonlibrary's tweets

@nypl “Q: When was the first telephone directory issued in New York City? A: October 25, 1878. It was two pages long. #AskNYPL”

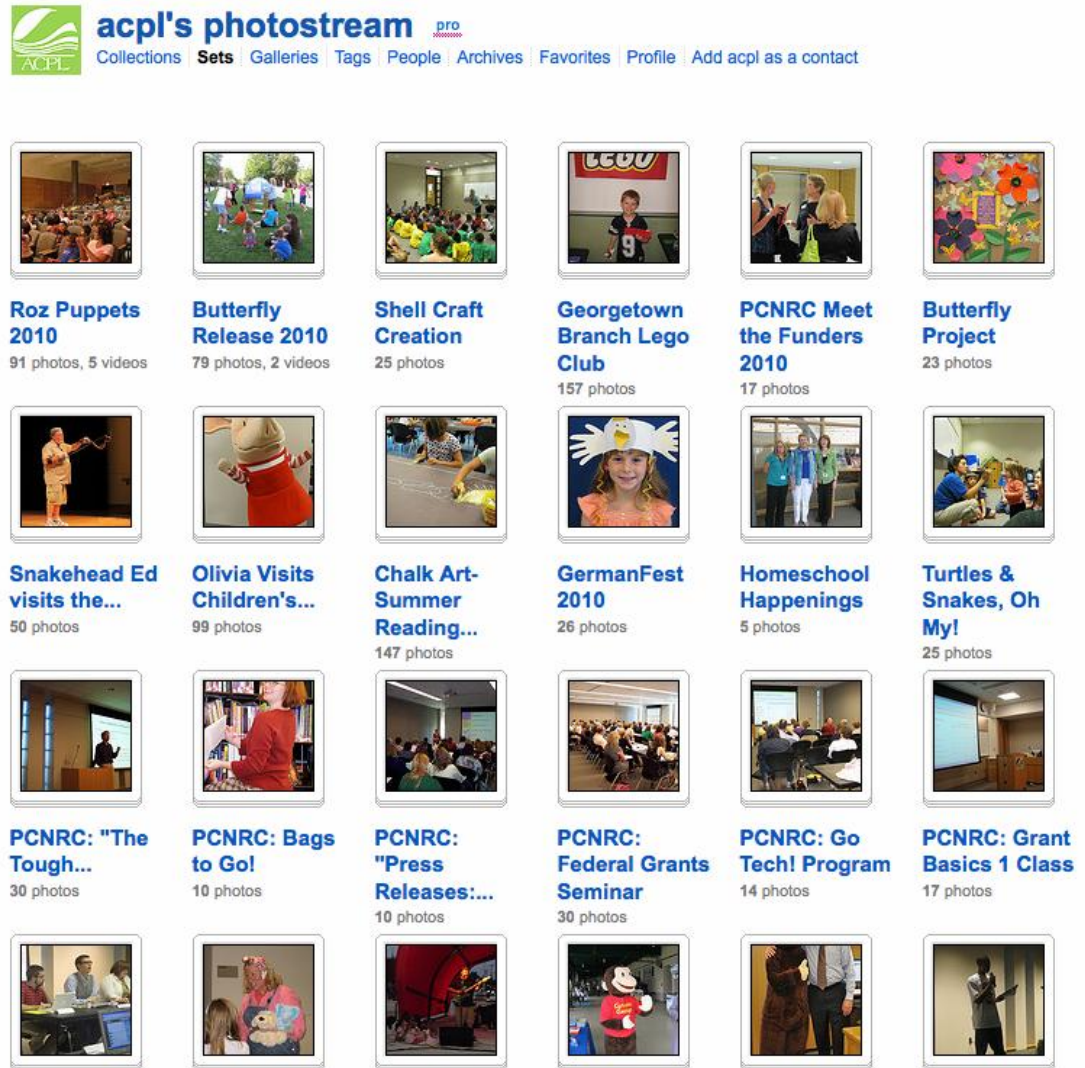
Curate on Facebook

- Share video
- Add IM Reference
- Link other content
- Ask a question



Become a Flickr Power User

- Use sets, tags, and titles
- Groups
- Discussions



Contests that yield content

- Literary Mash-ups
- Video Contests- see

<http://www.melsa.org/melsa/index.cfm/programs/qots/>

- Photo essays

**Georgetown
Public Library
Texas**

Do you take great pictures? Enter your work in the Georgetown Public Library Photo Contest sponsored by the Friends of the Georgetown Public Library for your chance to win the \$100 prize in one two adult categories or \$50 for kids 12 and under.

Categories

Architectural and Landscape Pictures

\$100 First Place Prize

Photos of the library inside or outside. Must include identifiable portions of the library building.

People Reading

\$100 First Place Prize

Photos of people inside the library reading.

Kids Group (12 and under)

\$50 First Place Prize

Photos of the library, inside or outside, by anyone 12 and under.

Mobile Apps and Mobile Sites

- Foursquare
- QR Codes



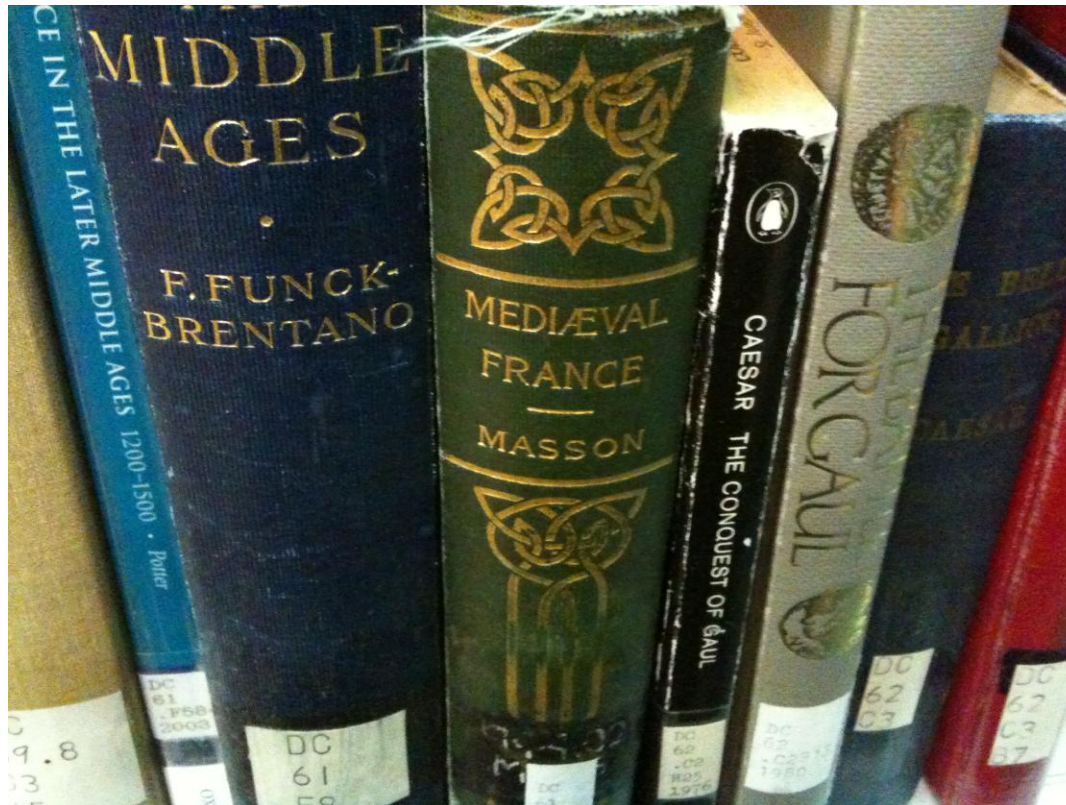
Don't forget the others

- LinkedIn
- YouTube
- Blogs



Collection

Let people interact with your collection



What's next?

